

Message Text

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AMEMBASSY CANBERRA

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UNCLAS SYDNEY 1910

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: APRIL 1975 JEEP

REF : SYDNEY 1870

CONSUMER GOODS MANAGER MESSAGE:

1. AUSTRALIA CCP PROPOSES TWO CONSUMER GOODS JEEPS FOR FY'75, ONE FOR RECREATION AND SPORTING EQUIPMENT IN JUNE, 1975 AND ANOTHER ON A YET TO BE DECIDED THEME FOR APRIL, 1975.

2. EITHER OF THE TWO FOLLOWING THEMES IS RECOMMENDED FOR THE APRIL JEEP, FOR WHICH MARKET RESEARCH IS PRESENTLY IN COMMERCE: A. DOMESTIC APPLIANCES: AT PRESENT THE AUSTRALIAN RETAIL MARKET IS ESTIMATED TO BE IN EXCESS OF ONE BILLION DOLLARS AND IS EXPECTED TO INCREASE TO TWO BILLION DOLLARS BY 1980. IMPORTS OF MANY U.S. MADE APPLIANCES HAVE INCREASED DRAMATICALLY BECAUSE OF PRESENT CURRENCY DIFFERENTIALS, LOCAL SHORTAGES AND ACCEPTABILITY BY THE PUBLIC OF MODERN US DESIGN. SOME MAJOR US COMPANIES ALREADY PRODUCE IN AUSTRALIA BUT OPPORTUNITIES EXIST FOR PENETRATION OF THE MARKET, ESPECIALLY IN THE AIR CONDITIONER, HOME FREEZER, AND SMALLER APPLIANCE FIELD.

B. HOME ENTERTAINMENT EQUIPMENT: THIS CATEGORY PRESENTLY UNCLASSIFIED

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ACCOUNTS FOR ABOUT 220 MILLION DOLLARS IN ANNUAL RETAIL

SALES AND IS INCREASING RAPIDLY. A GREAT DEMAND EXISTS FOR US MADE AUDIO EQUIPMENT WHICH RETAILS FOR 20-80 PERCENT HIGHER IN AUSTRALIA. TAPE PLAYERS, CAR RADIOS, HI-FI EQUIPMENT AND COMPONENTS, MAGNETIC TAPE, RECORDS AND MISICAL INSTRUMENTS PRESENT UNLIMITED OPPORTUNITIES FOR NEW-TO-AUSTRALIA US FIRMS. COLOR TELEVISION USING THE PAL SYSTEM IS PRESENTLY BEING INTRODUCED WITH A MARCH, 1975 TRANSMISSION TIME AND IS SPARKING RENEWED INTEREST IN THE WHOLE FIELD OF HOME ENTERTAINMENT EQUIPMENT.

3. CONSUMER GOODS MARKET RESEARCH PRESENTLY IN COMMERCE OUTLINES GREAT POTENTIAL FOR NEW TO MARKET COMPANIES IN AUSTRALIA FOR EITHER OF THESE TWO PROPOSED THEMES.

4. IT IS REALIZED AN OFFER FROM THE INDIANAPOLIS D.O. FOR A BIOMEDICAL JEEP EXISTS AND SINCE PARTICIPANTS MUST BE DOMESTICALLY RECRUITED FOR THIS PROGRAM, FINAL JUDGMENT FOR JEEP THEME CHOICES RESTS WITH COMMERCE.
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